

March 21, 2001

TO: Long Term Care Work Group Members
FROM: James K. Haveman, Jr.
SUBJECT: Meeting Discussion Summary – February 26, 2001

Membership:

Legislative

Senator Joel Gougeon
Senator Alma Wheeler Smith
Representative Sandy Caul
Representative Marc Shulman (absent)

Michigan Department of Community Health (MDCH)

James K. Haveman, Jr., Chairman (absent)
Lynn Alexander
Carol Isaacs
Robert Smedes

Director Haveman was unable to attend the meeting due to a family emergency. Ms. Alexander chaired the meeting in his absence.

Director Alexander made a few introductory remarks as to the purpose of the meeting and to reiterate the guiding principles of the Long Term Work Group Report.

Brenda Fink – Department of Community Health, Director, Long Term Care Initiative
Long Term Care Work Group Report and Recommendations

- Over 5,000 copies of the report have been distributed to a wide variety of stakeholders throughout Michigan.

- The report has also been distributed to all state Medicaid Directors and to all Directors of Offices of Services to the Aging across the country.
- Presentations of the report and its recommendations have been made at numerous conferences and to many groups across the state. Interest is keen and support is clearly evidenced!

Representative Sandy Caul

Is there a dollar limit on the RFP amounts for the innovation grants?

Additionally, is the department doing rural and urban designations, since one size does not fit all?

Brenda Fink

Mini-grants of \$50,000 or less were encouraged, but the maximum was \$300,000. There was an allowance to go over the limit if the proposal showed great innovation and cooperation with other stakeholders.

The Department intends to spread the grants out geographically, which should not be problematic because the proposals were well distributed across the state upon application.

LTC Innovations Funds

- In October the Department of Community Health released a Request for Proposals for 7.4 million dollars of the one-time ten million Tobacco Settlement Fund dollars allocated by the legislature for activities associated with the LTC Work Group Report and Recommendations. The RFP focuses on innovations in LTC that are in keeping with the principles and vision contained in the report.
- The Department received over 600 responses of intent to bid in response to its notice about the pending Request for Proposals, just prior to its release.
- Over 200 proposals were received in December from a wide variety of organizations and groups from all around the state.
- The review process is currently taking place within DCH. Over fifty staff from around the department are involved.
- Public announcements are expected to be made during the latter part of March, as outlined in the RFP.
- Grantee activity is expected to support and begin the implementation of a wide variety of the LTC Report recommendations.

Senator Joel Gougeon

Are the innovation grants tied to the five models of managed care as outlined in the LTC report?

Brenda Fink

The funding was split by three categories – Innovation, Staff Training and Development, and Community Education. However, within those categories, the Department is hoping to effectively spread the awards across the state. This RFP

is not specifically directed at the integrated systems models. However, several proposals have been submitted that address potential integrated systems development. It is anticipated that a separate bidding process will be used for selecting models.

Representative Sandy Caul

Can other departments, stakeholders and/interest groups be involved in scoring the RFPs?

Brenda Fink

The Departments originally did consider including members from outside of the Department on the Joint Evaluation Committees, but the complexity of the process and the Department's obligation to ensure an objective process resulted in using DCH staff only.

Senator Alma Wheeler-Smith

Was sustainability looked at when deciding who would receive grant funding?

Brenda Fink

Sustainability will have an impact on whether a group received funding or not. It is one of the selection criteria.

Public Information and Education

- Three million dollars of ongoing allocation of Tobacco Settlement Funds was identified for public information and education.
- Initial research has been conducted (January 2001), through a telephone survey of 800 Michigan residents and six focus groups, (two each in Lansing, Detroit and Grand Rapids), to discuss issues around planning for long-term care. Telephone survey data has been received and the focus group report should be delivered by March 1, 2001. The first major activity of the Long Term Care Information and Education Campaign will be to raise public awareness about the importance of planning for long-term care needs.
 - Wendi Middleton
 - Anecdotal Information
 - People, ages 30 to 64, were studied because everything changes after Medicare begins coverage.
 - Focus groups – Lansing, Detroit, Grand Rapids
 - Study on products
 - How people plan for LTC and how it all ranks
 - Telephone survey raw data
 - 94% believe health insurance is very important
 - 85% believe saving for retirement is important
 - 54% believe saving for child's education is important
 - 65% believe life insurance is important
 - 51% believe Long Term Care insurance is important

- “Not old enough yet”
 - “Other things to worry about...”
 - “Other things to pay for...” – children’s ed, life insurance, etc.
- 35% thought they had long term care insurance, but many:
 - Believed they could not afford it
 - Had never thought of it before
 - Thought they didn’t need it
- If a person needed LTC, but could not afford it, whose responsibility should it be?
 - 44% Government
 - 27% Families
 - 12% Own responsibility
- If nursing care was needed, who would pay for it?
 - 21% Medicaid or Medicare
 - 26% Pay themselves
- Focus Group Data
 - 30 to 45 year olds were familiar with 401k’s and were interested in some sort of pre-paid tax-free coverage for long-term care.
 - Perception was interesting: some people up to the age of 60 believe LTC is a problem for their parents and grandparents, but not for themselves.
 - Many would simply toss brochures from for-profit companies
 - Government is the most trusted source of receiving information about LTC. Government is not selling anything. No vested interest.
 - Many would prefer more of a local focus.
 - Many would like to receive information from the television or internet. Ads placed around the news hour would be best.
 - People in 50s would do anything to take care of their parents, but do not want to be a burden on their children.
 - Perceptions and needs are culture specific.
 - Nursing homes are generally scary to people, because of questions as to who is controlling their care.

Senator Joel Gougeon

Did it strike people that we can use health care dollars more effectively with this type of feedback?

Wendi Middleton

Yes – if we can educate and help people plan better, the end result will be that our health care dollars will be spent better and more usefully. Many don’t even know what LTC is.

Director Lynn Alexander

OSA is revamping their website so that it can be more useful to people in planning and information

- Work on a marketing strategy for the public awareness campaign, begins this week (February 26). The marketing strategy will include goals and objectives, timelines, identification of communication methods and modes of delivery, message testing, an implementation plan and evaluation methodology.
- Implementation of the public awareness campaign will occur in Summer 2001 with evaluation occurring in Fall 2001.
- The Office of Services to the Aging has created the staffing capacity identified in the report for supporting long-term care activities.

LTC Housing Plan

- The Housing Plan has six goals:
 1. Analyze barriers in policy, regulations, etc. and recommend changes.
 2. Inform consumers/families of options for maintaining their own homes.
 3. Inform consumer/families of rental options.
 4. Increase the supply of affordable rental housing (target: 300 units).
 5. Inform consumer/families and housing providers of service options.
 6. Assess housing needs; report to policy makers and planning groups; include consumers and providers in local housing planning groups.
- This represents a strong collaborative relationship between MSHDA and DCH, with each committed to a partnership approach to achieving these goals.

Local Information and Assistance Centers

- DCH staff have been gathering additional information from other states about the development and use of LTC access centers
- Several organizations in other parts of the country that have developed this type of role have been visited and studied.
- Efforts are being coordinated between the information, education and referral functions of the local Information and Assistance Centers, the Information and Education Campaign, and the Governor's e-Michigan project.
- Information systems and technology are being developed to support web-based approaches for individuals, caregivers, providers and interested parties.
- Information and Assistance Center pilots are expected to begin during the fall of 2001.
- Statewide implementation of the new access system is targeted for spring of 2002.

Representative Sandy Caul

How are the Information and Access Centers structured in other states? Are these brick and mortar startups or existing operations?

Brenda Fink

There were examples of both across the country. Because the LTC population varies from state to state, different access approaches have been selected. This includes variation on the role of existing local agencies. What is clear from HCFA and validated by other state efforts, is organizations that complete eligibility determinations and inform people about their options need to be independent and not part of any LTC provider organization.

Organized Systems of Care

- The Department plans to release RFP's for development of the model-integrated systems for long-term care during the fall of 2001.
- Models around the state will begin in the spring of 2002.

Other Report Recommendations

- An initial work plan covering all report recommendations has been developed.
- Liaisons from other state departments involved in the implementation of many of these recommendations have been identified, and interdepartmental support and collaboration is in process.

Next Meeting

The next meeting will be held after the RFP awardees are announced, on April 16, 2001.